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ET2.PAU.02

PATENT APPLICATION

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of:	
BENTOLILA, et al.	
Application No.: 10/043,698	
Filed: January 9, 2002	
For Letters Patent on:	April 12, 2004
SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED CLUSTERING, AND PREFERENCE ADVERTISING VIA MODEL PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS	Irvine, California 92612

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ASSOCIATE POWER OF ATTORNEY**

Commissioner for Patents
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Alexandria, VA 22313-1450

Dear Sir:

Kenneth L. Sherman, the attorney of record, has changed his address and requests that the U.S. Patent and Trademark Office change its records in the subject file to reflect the new address as follows:

Kenneth L. Sherman, Esq.
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Please address all further communications for this matter to the above-referenced address.

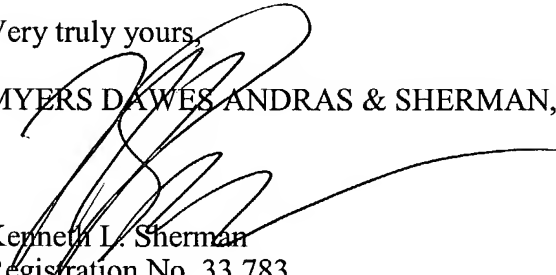
Furthermore, I, Kenneth L. Sherman, Esq., hereby appoint, Richard L. Myers, Reg. No. 26,490, Daniel L. Dawes, Reg. No. 27,123, Joseph C. Andras, Reg. No. 33,469, David L. Henty, Reg. No. 31,323, John W. Eldredge, Reg. No. 37,613, Vic Y. Lin, Reg. No. 43,754,

and Timothy W. Fitzwilliam, Reg. No. 46,439, whose address is Myers Dawes Andras & Sherman LLP, 19900 MacArthur Blvd., Eleventh Floor, Irvine, California 92612, as associate attorneys in the above entitled application. This power includes authority to prosecute this application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therein.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,

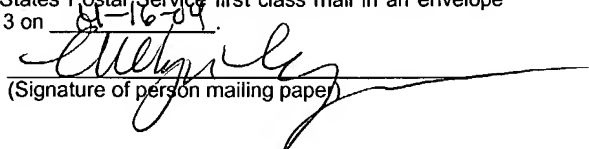
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313 on 01-16-89.

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